

Flight Dates 10/10/12-10/24/12

Order Sep 00:20:00

Billing Cycle

Demographic

Rev Codes

Product Estimate # 1226:60

Allen West for Congress Alt Order # Contract / Revision 314303

Billing Type Cash Original Date / Revision Agency Com 15%

> 10/09/12 10/10/12 Order Type **GENERAL Billing Contact**

Advertiser West / Republican / Congres

3299 K Street NW - Suite 200 Billing Calendar BROADCAST Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact Sales Office EWSDC

Product Codes PL Sales Region NAT Priority FX 3299 K Street NW - Suite 200

Advertiser Ref Agency Ref 2 Washington, DC 20007

Primary Account Executive

Marta Salazar-Perren

Account Executive Order% Start Date **End Date**

Marta Salazar-Perren 100%

Order Share 40% Market Value 305500

EOM/EOC

POL

CAND

A25-54

POL

Competing Statio	n % of Order	Amount
CABLE	%	0
UNKWN	60%	183300
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount \$103,870.00 October 2012 64 \$122,200.00 0.00 10/01/12 10/24/12 64 \$103,870.00 \$122,200.00 \$103,870.00 0.00 Totals 64 \$122,200.00

									Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WPTV 10/10/12 10/10/12	M-F 11-12n M-F 11-12n	СМ	11a-12p	1	1:00	1	\$700.00 P-1	0.00 NM	1	\$700.00
Start Date End Date Week: 10/10/12 10/16/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
N 2 WPTV 10/10/12 10/10/12	M-F 12p NEWS M-F 12n-1p	СМ	12-1p	1	1:00	1	\$1,000.00 FX	0.00 NM	1	\$1,000.00
Start Date End Date Week: 10/10/12 10/16/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
N 3 WPTV 10/10/12 10/10/12	M-F 730-8p M-F 730-8p	СМ	730-8p	1	1:00	1	\$1,900.00 FX	0.00 NM	1	\$1,900.00





Contract / Revision 314303 Flight Dates 10/10/12-10/24/12 Hiatus Dates

<u>Original Date / Revision</u> 10/09/12 / 10/10/12 <u>Order Sep</u> 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # 1226:60

N 3 WPTV 10/10/12 10/10/12 N+F 730-8p	Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time Dave	Len Sp	note Rate Pri	Rta Tyne	Tota Spots	als Amount
Start Date Control C				M-F 730-8p								\$1,900.00
N 4 WPTV 1010/102 1023/12 MF 5-6a				Weekdays	_							
Start Date End Date Weekdows Weekdows Weekdows Week 101/01/2												
Week: 10/10/12 10/16/12 10/16/12 1-1 2 \$1,000.00 0.00 0.00	N 4 WPTV	10/10/12	2 10/23/12		СМ	5-6a	11111	1:00	5 \$1,000.00 FX	0.00 NM	4	\$4,000.00
Week: 10/17/12 10/23/12												
N S WPTV 10/11/12 10/24/12 M-F 6-7a												
Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start								1:00	5 \$2 400 00 EV	0 00 NM	1	¢0 600 00
Week: 1008/12 10144/2 -1-1-				M-F 6-7a				1.00	3 ψ2, 4 00.001 X	O.OO INIVI	4	ψ9,000.00
Week: 10/15/12 10/28/12 10/28/12 1 1 \$2,40,000 0.												
Meek: 10/22/12 10/28/12 1				=								
N 6 WPTV 10/10/12 10/14/12 10										İ		
Start Date End Date Week days Week days N 7 WPTV 10/16/12 10/21/12 1-1 1 \$3,000.00 0.0	N 6 WPTV	10/10/12	2 10/14/12				1	1:00	1 \$3,000.00 FX	0.00 NM	1	\$3,000.00
Week: 10/10/12 10/16/12 10/24/12 MF-7-9a CM	Sta	rt Data	End Date		Snots/Meek	Pata	Pating					
N 7 WPTV 10/15/12 10/24/12												
Mest 10/15/12 10				M-F 7-9a				1:00	5 \$1.900.00 P-1	0.00 NM	3	\$5.700.00
Week: 10/15/12 10/21/12 1-1 1 \$1,900.00 0.00 0.00									***************************************			4 -,·
Week: 10/12/12 10/28/12 -1 1 \$1,900.00 0.00												
N 8 WPTV 10/10/12 10/14/12 Sa 7-8a Sa 7-8a 7-2a Sa 7-2												
Start Date End Date Weekdays Spots/Week Rate Rating 0.00								1:00	1 \$1 450 00 EV	0 00 NM	1	¢1 450 00
Neek: 10/10/12 10/16/12 10/21/12 Sa 10-1030a CM CM CM CM CM CM CM C	NO WEIV	10/10/12	10/14/12		Civi	1-0a	3-	1.00	1 \$1,450.00 FX	U.UU INIVI	'	\$1,450.00
Start Date End Date Weekdays Spots/Week Rate Start Date Start Date Start Date Weekdays Spots/Week Rate Start Date Start Date Start Date Start Date Start Date Weekdays Spots/Week Rate Start Date S												
Week: 10/15/12 10/21/12 10/24/12 M-F 9-10a CM 9-10a 11111- 1:00 5 \$1,300.00 FX 0.00 NM 3 \$3,900.00	N 9 WPTV	10/15/12	2 10/21/12		СМ	10-1030a	S-	1:00	1 \$1,000.00 FX	0.00 NM	1	\$1,000.00
N10 WPTV 10/15/12 10/24/12 M-F 9-10a M-F 11-1 1 \$1,300.00 0.00 M-F 11-12a M-F 11-12b M-F 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 10/21/12 M-F 12b M-F 1	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			I		
M-F 9-10a M-F 11-12-	Week: 10/	15/12	10/21/12	S-	1	\$1,000.00	0.00					
Week: 10/15/12 Neek: 10/22/12 10/21/12 10/28/12 -1-1- 2 \$1,300.00 0.00 0.00 N11 WPTV 10/15/12 10/24/12 M-F 11-12n M-F 12n-12n M-F 11-12n M-F 12n-12n	N10 WPTV	10/15/12	2 10/24/12		СМ	9-10a	11111	1:00	5 \$1,300.00 FX	0.00 NM	3	\$3,900.00
Week: 10/22/12 10/28/12 -1 1 \$1,300.00 0.00 N11 WPTV 10/15/12 10/24/12 M-F 11-12n M-F 11-12n M-F 11-12n M-F 11-12n M-F 11-12n CM 11a-12p M-F 11-11- 1:00 5 \$700.00 P-1 0.00 NM 3 \$2,100.00 NM Start Date Week: 10/15/12 10/24/12 10/24/12 10/28/12 1-1 1 \$700.00 0.00 Rating M-F 12n-1p M-F 12n-1p N-F 12n-1			End Date	Weekdays			Rating					
N11 WPTV 10/15/12 10/24/12 M-F 11-12n CM 11a-12p 11111- 1:00 5 \$700.00 P-1 0.00 NM 3 \$2,100.00												
M-F 11-12n M-F 11-12n M-F 11-12n M-F 11-12n M-F 12n-1												
Week: 10/15/12 New Note 10/21/12 New New Note 10/21/12 New	N11 WPTV	10/15/12	2 10/24/12		СМ	11a-12p	11111	1:00	5 \$700.00 P-1	0.00 NM	3	\$2,100.00
Week: 10/22/12 10/28/12 1 \$700.00 0.00 N12 WPTV 10/15/12 10/24/12 M-F 12p NEWS M-F 12p NEWS M-F 12n-1p CM 12-1p 11111 1:00 5 \$1,000.00 FX 0.00 NM 3 \$3,000.00 NM Start Date Week: 10/15/12 10/21/12 10/21/12 10/21/12 10/28/12 10/28/12 1-1 2 \$1,000.00 Rating 0.00 NM 0.00 0.00 Week: 10/22/12 10/28/12 10/24/12 NF 4p-5p CM 4-5p 11111 1:00 5 \$1,200.00 P-1 0.00 NM 5 \$6,000.00 NM Start Date Week: 10/08/12 10/14/14/14/14 Rating Rating National	Sta	rt Date	End Date		Spots/Week	Rate	Rating					
N12 WPTV 10/15/12 10/24/12 M-F 12p NEWS CM 12-1p 11111 1:00 5 \$1,000.00 FX 0.00 NM 3 \$3,000.00 M-F 12n-1p Week: 10/15/12 10/24/12 Peek: 10/22/12 10/28/12 1-1 2 \$1,000.00 0.00 Week: 10/22/12 10/28/12 1-1 2 \$1,000.00 0.00 NH 5 \$6,000.00 NH 5 \$6,000.00 NH F 4p-5p Start Date Week: 10/08/12 Peek: 10/08/12 Peek: 10/14/12 Peek: 10/08/12 Peek: 10/08/12 Peek: 10/08/12 Peek: 10/08/12 Peek: 10/14/12 Peek: 10/08/12 Peek: 10/08												
M-F 12n-1p Start Date End Date Weekdays Spots/Week Rate Rating												
Week: 10/15/12 10/21/12 1 1 \$1,000.00 0.00 Week: 10/22/12 10/28/12 1-1 2 \$1,000.00 0.00 N13 WPTV 10/11/12 10/24/12 M-F 4p-5p CM 4-5p 11111 1:00 5 \$1,200.00 P-1 0.00 NM 5 \$6,000.00 Start Date Week: 10/08/12 End Date 10/14/12 Weekdays1 Spots/Week Rate 11,200.00 Rating 0.00 Week: 10/08/12 10/14/12 1 1 \$1,200.00 0.00	N12 WPIV	10/15/12	2 10/24/12		СМ	12-1p	11111	1:00	5 \$1,000.00 FX	0.00 NM	3	\$3,000.00
Week: 10/22/12 10/28/12 1-1 2 \$1,000.00 0.00 N13 WPTV 10/11/12 10/24/12 M-F 4p-5p CM 4-5p 11111 1:00 5 \$1,200.00 P-1 0.00 NM 5 \$6,000.00 NM Start Date Week: 10/08/12 End Date 10/14/12 Weekdays1 Spots/Week Rate 11,200.00 NM Rating 0.00 Week: 10/08/12 10/14/12 10/14/12 1 \$1,200.00 NM 0.00							Rating					
N13 WPTV 10/11/12 10/24/12 M-F 4p-5p CM 4-5p 11111 1:00 5 \$1,200.00 P-1 0.00 NM 5 \$6,000.00 M-F 4p-5p												
M-F 4p-5p <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/121 1 \$1,200.00 0.00								4.00	F #4 000 00 F 1	0.00 1114	-	# 0.000.00
Week: 10/08/12 10/14/121 1 \$1,200.00 0.00	N13 WPIV	10/11/12	2 10/24/12		CM	4-5p	11111	1:00	5 \$1,200.00 P-1	0.00 NM	5	\$6,000.00
1. 4.1,200.00							Rating					
Week: 10/15/12 10/21/12 111 3 \$1,200.00 0.00												
	Week: 10/	15/12	10/21/12	111	3	\$1,200.00	0.00			ı		





Contract / Revision 314303 Flight Dates 10/10/12-10/24/12 Hiatus Dates

<u>Original Date / Revision</u> 10/09/12 / 10/10/12 <u>Order Sep</u> 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # 1226 :60

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	oots Rate Pri	Rtg Type	Tot Spots	als Amount
N13 WPTV 10/11/1		M-F 4p-5p M-F 4p-5p	СМ	4-5p	11111	1:00	5 \$1,200.00 P-1	<u> </u>	5	\$6,000.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Week	Rate \$1,200.00	Rating 0.00					
N14 WPTV 10/11/1	2 10/23/12	M-F 5-530p M-F 5-530p	СМ	5-530p	11	1:00	2 \$3,200.00 FX	0.00 NM	2	\$6,400.00
Start Date Week: 10/08/12 Week: 10/15/12 Week: 10/22/12	End Date 10/14/12 10/21/12 10/28/12	Weekdays 1 1	0	Rate \$3,200.00 \$3,200.00 \$3,200.00	Rating 0.00 0.00 0.00					
N15 WPTV 10/15/1	2 10/21/12	M-F 5-530p M-F 5-530p	СМ	5-530p	11	1:00	2 \$1,900.00 P-1	0.00 NM	2	\$3,800.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 11	Spots/Week 2	Rate \$1,900.00	Rating 0.00					
N16 WPTV 10/11/1	2 10/21/12	M-F 530-6p	CM	530-6p	- 1- 1	1:00	2 \$3,200.00 FX	0.00 NM	2	\$6,400.00
Start Date Week: 10/08/12 Week: 10/15/12	End Date 10/14/12 10/21/12	<u>Weekdays</u> 1 - 1		Rate \$3,200.00 \$3,200.00	Rating 0.00 0.00					
N17 WPTV 10/15/1	2 10/24/12	M-F 6-630p M-F 6-630p	СМ	6-630p	1111	1:00	4 \$3,600.00 FX	0.00 NM	4	\$14,400.00
Start Date Week: 10/15/12 Week: 10/22/12	End Date 10/21/12 10/28/12	Weekdays 111 1		Rate \$3,600.00 \$3,600.00	Rating 0.00 0.00					
N18 WPTV 10/11/1	2 10/21/12	Sa 7p News Sa 7p News	CM	7-730pm	S-	1:00	1 \$1,700.00 FX	0.00 NM	2	\$3,400.00
Start Date Week: 10/08/12 Week: 10/15/12	End Date 10/14/12 10/21/12	Weekdays S- S-		Rate \$1,700.00 \$1,700.00	Rating 0.00 0.00					
N19 WPTV 10/11/1		Su 6p Su 6p	СМ	6-630p	S	1:00	1 \$1,700.00 FX	0.00 NM	2	\$3,400.00
<u>Start Date</u> Week: 10/08/12 Week: 10/15/12	End Date 10/14/12 10/21/12	Weekdays S S		Rate \$1,700.00 \$1,700.00	Rating 0.00 0.00					
N20 WPTV 10/15/1	2 10/21/12	M-F 730-8p M-F 730-8p	СМ	730-8p	11	1:00	2 \$1,900.00 FX	0.00 NM	2	\$3,800.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 11	Spots/Week 2	Rate \$1,900.00	Rating 0.00					
N21 WPTV 10/11/1	2 10/21/12	M-F 11-1135p M-F 11-1135p	СМ	11-1135p	11111	1:00	5 \$2,050.00 P-1	0.00 NM	4	\$8,200.00
Start Date Week: 10/08/12 Week: 10/15/12	End Date 10/14/12 10/21/12	<u>Weekdays</u> 1 1-1-1		Rate \$2,050.00 \$2,050.00	Rating 0.00 0.00					
N22 WPTV 10/11/1		Sa 11-1130P Sa 11-1130p	СМ	11-1130p	S-	1:00	1 \$2,050.00 P-1	0.00 NM	1	\$2,050.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays S-	Spots/Week 1	Rate \$2,050.00	Rating 0.00					
N23 WPTV 10/15/1		Su 1130p-1205a 1130p-12x After		1130p-1205a		1:00	1 \$1,500.00 P-1	0.00 NM	1	\$1,500.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays S	Spots/Week 1	Rate \$1,500.00	Rating 0.00					
N24 WPTV 10/11/1	2 10/24/12		СМ	1135p-1235a	11111	1:00	5 \$1,150.00 FX	0.00 NM	4	\$4,600.00

Print Date: 10/11/12

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<u>Original Date / Revision</u> 10/09/12/ 10/10/12 <u>Order Sep</u> 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # 1226 :60

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Tota Spots	als Amount
			M-F 1135p-1235					-				
			M-F 1135p-1235	ā							i	
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/08/12	10/14/12	1	1	\$1,150.00	0.00						
Week: 10	/15/12	10/21/12	- 1- 1	2	\$1,150.00	0.00						
Week: 10/	/22/12	10/28/12	1	1	\$1,150.00	0.00						
N25 WPTV	10/22/1	2 10/24/12	NBC Monday Pri	ime CM	8-11p	M	1:00	1	\$8,000.00 FX	0.00 NM	1	\$8,000.00
			the voice		(8:00 PM-10	0:00 PM)						
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$8,000.00	0.00						
N26 WPTV			Su 8-9a	CM	8-9a	S	1:00	1	\$2,150.00 FX	0.00 NM	1	\$2,150.00
NZO WI IV	10/13/1	2 10/21/12	Su 8-9a	Olvi	0 34	Б	1.00		Ψ2,100.001 Λ	0.00 14101	'	Ψ2,130.00
04-	t Dt.s	End Data		Consta AM and	Data	Datina						
	rt Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 10		10/21/12		1	\$2,150.00	0.00						
N27 WPTV	10/15/1	2 10/24/12	M-F 2-3p	CM	2-3p	11111	1:00	5	\$700.00 P-1	0.00 NM	3	\$2,100.00
			M-F 2-3p									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/15/12	10/21/12	11	2	\$700.00	0.00						
Week: 10	/22/12	10/28/12	- 1	1	\$700.00	0.00						
N28 WPTV	10/11/1	2 10/11/12	NBC Thursday F	Prime CM	8-11p	1	1:00	1	\$8,000.00 FX	0.00 NM	1	\$8,000.00
			vp debate		(9:00 PM-1	1:00 PM)						
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	1	1	\$8,000.00	0.00						
N29 WPTV		2 10/21/12	Su 6-7a	CM	6-7a	S	1:00	1	\$650.00 P-1	0.00 NM	1	\$650.00
1425 VVI IV	10/21/1	2 10/21/12	Su 6-7a	Olvi	o ra	5	1.00		ψυσυ.υσ 1 -1	0.00 14101	'	ψ000.00
01-	t Dt.s	End Date		Consta ////	D-4-	Datina						
	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 10	15/12	10/21/12		1	\$650.00	0.00						
										Totala	0.434	22 200 00

Totals 64\$122,200.00